

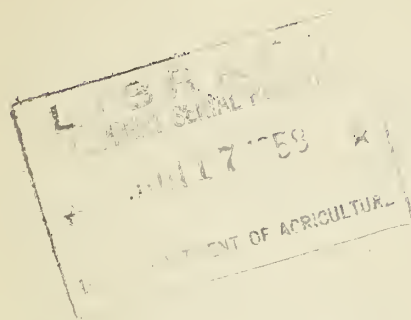
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CONSUMER PURCHASES OF Selected Fruits and Juices

MARCH 1958



CPFJ-62

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

May 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
MARCH 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

United States household consumers purchased the equivalent of 55 million gallons of single-strength juices and ades in a 28-day period in March 1958, 3 percent more than in the corresponding period a year earlier. The gain reflected a 14 percent increase in buying of canned and chilled single-strength juices and decreases of 7 and 10 percent, respectively, in the quantity of ades and frozen concentrated juices bought.

On an equivalent single-strength basis, purchases of frozen concentrated orange juice accounted for about 32 percent of the total volume of all juices bought in March 1958, 6 percentage points less than the share a year earlier. The share commanded by the single-strength juices was up 6 points to 60 percent in March 1958, with the gain accounted for by substantially greater buying of orange juices and juices not separately reported. Total equivalent purchases of orange juice--concentrated, canned, and chilled--were nearly the same as in March 1957, but purchases of prune and tomato juices were down moderately.

Buying of fresh oranges declined about 20 percent, and grapefruit 8 percent from March 1957, while purchases of lemons increased moderately.

Frozen juices, chilled juice, and ades: Consumers paid an average of 21.2 cents for a 6-ounce can of frozen concentrated orange juice in March 1958, up 5 cents from a year earlier and the highest paid since midyear 1951. The volume of purchases--4.4 million gallons--was off 15 percent from March 1957, reflecting a decline of 1 percentage point in the proportion of families buying and 1.1 cans in the average quantity purchased per buying family. ^{1/} The rise in prices and the drop in purchases was associated with the reduction of the Florida citrus crop because of freezes during the winter (table 1, fig. 1).

The decline in purchases of frozen concentrated orange juice was largely offset by increased buying of the chilled and canned single-strength orange juices. On an equivalent single-strength basis, frozen concentrated orange juice accounted for about 70 percent of the 25 million gallons of orange juice purchased in March 1958, and for 80 percent of the slightly larger volume a year earlier.

^{1/} All data in this report are for 4-week periods to facilitate comparisons.

Purchases of frozen concentrated juices other than orange and grapefruit totaled about 739,000 gallons in March 1958, up about one-third from a year earlier. On the average consumers paid 19 cents for a 6-ounce can of "other" concentrated juice, 1.1 cents more than in the preceding March, but 2 cents less than paid for frozen orange concentrate (table 5).

March 1958 purchases of chilled orange juice--2.3 million gallons--were up 27 percent from the same month the year before. The gain reflected an increase of 41 percent in the proportion of the Nation's families buying, which more than offset a 10 percent decrease in the average quantity purchased per buying family. Consumers paid an average of 38.4 cents for a quart of chilled orange juice, 3 cents more than in March 1957 and the highest price reported since the series was initiated in October 1956. The product accounted for about 9 percent of the equivalent total purchases (single-strength basis) of orange juice in March 1958, 2 percentage points more than in March 1957 (table 6).

Purchases of single-strength orangeade in March 1958 amounted to 417,000 cases (equivalent 24 No. 2's), moderately less than in March a year earlier. The decline was associated with a smaller average purchase per buying family. About 27.8 cents was paid in March for a 46-ounce can of orangeade, up 0.8 cent from the corresponding period in 1957 (table 2, fig. 2).

Nearly 100,000 gallons of shelf-pack orangeade were purchased in March 1958, a somewhat greater volume than in March the year before. Purchases averaged about 3.8 cans (6-ounce) per buying family, and prices paid averaged about 17.6 cents per can.

The 216,000 gallons of frozen lemonade concentrate bought for home use in March 1958 represented a 23-percent decline in volume from the preceding March. This was the first time since February 1957 that purchases failed to advance over the corresponding month a year earlier. The decline in volume was associated with the smallest proportion of families buying in more than a year. Purchases averaged 4.3 cans (6-ounce) per buying family, and prices paid, 12.6 cents, were 0.8 cent less than in March 1957 (fig. 2).

Canned juices and fruit: Canned single-strength juices were purchased by 52 percent of the Nation's families in March 1958, the largest proportion buying in any 28-day period since June 1953. Purchases amounted to about 9 million cases, reflecting gains of 13 percent from the corresponding period a year earlier in total volume of purchases and 10 percent in quantity purchased by the average buying family. ^{2/} On the average, consumers paid 13.7 cents per equivalent No. 2 can of single-strength juice, the same as in March 1957 (tables 2 and 8).

Householders purchased 1.6 million cases of canned single-strength orange juice in March 1958, more than in any 28-day period since early 1953. Purchases were up nearly 60 percent from a year earlier, reflecting an increase

^{2/} Canned single-strength juices are reported in cases of equivalent 24 No. 2's.

of 3 percentage points in the proportion of families buying (about 12 percent bought) and a 23 percent increase in the quantity purchased by the average buying family. Prices paid for canned orange juice averaged 32.6 cents per 46-ounce can, down 1.8 cents from March 1957, but about 1 cent more than in the preceding month (fig. 3).

Canned single-strength orange juice made up 18 percent of the total quantity of all canned single-strength juices bought in March 1958, and 21 percent of the equivalent purchases of concentrated, chilled and canned orange juice. A year earlier, the product held a 13 percent share of purchases of both the canned single-strength juices and the purchases of the orange juices.

In March 1958, householders bought 800,000 cases of canned single-strength grapefruit juice, about the same quantity as in the preceding March. While purchases per buying family were up 9 percent, the proportion of families buying declined to the lowest level reported in this series for the month of March. Prices paid--28.4 cents per 46-ounce can--were up 0.3 cent from a year earlier. Grapefruit juice made up about 9 percent of the canned single-strength juices purchased during the month, a slightly smaller share than in March 1957.

The 54,000 cases of single-strength lemon juice purchased by householders in March 1958 represented a 12 percent increase in volume over March 1957, and the largest volume of purchases yet reported for the month. The gain reflected an increase of nearly two-thirds in the average quantity purchased per buying family. About 11 cents was paid for a 5½-6-ounce can of lemon juice, 1.3 cents less than in March a year earlier (table 6).

Consumer buying of prune juice was down 9 percent from March 1957, to about 659,000 cases. The decline was associated with a decrease of more than 1 percentage point in the proportion of families buying. A part of that loss, however, was offset by some gain in the average quantity purchased per buying family. Consumers paid about 33.4 cents for a quart of prune juice in March 1958, 0.6 cent more than a year earlier. Purchases of prune juice accounted for somewhat more than 7 percent of the single-strength juices bought in March 1958, a decline of approximately 2 percentage points from a year earlier (table 7).

Home buying of tomato juice in March 1958 was down about 8 percent from March 1957, reflecting fewer families buying and smaller purchases for the average buying family. Purchases totaled 1.9 million cases, and prices paid averaged 28.5 cents per 46-ounce can, up 1.4 cents per can from March 1957. Tomato juice got a 21-percent share of the single-strength juice market in March 1958, compared with a 26-percent share in the preceding March (table 7).

Household buying of the single-strength juices other than those separately reported--4 million cases--was up 20 percent from March 1957. The greater volume was associated with an increase of 4 percentage points in the proportion of families buying and with a moderate increase in the quantity purchased by the average buying family. About 44 percent of all the single-strength juices purchased during the month were "other" juices, an increase of more than 2 percentage points over the March 1957 proportion (table 8).

Purchases of canned grapefruit sections in March 1958 amounted to 240,000 cases (equivalent 480 ounces per case)--down moderately from March 1957, and 14 percent less than the monthly average (28 day periods) for the 1956-57 season. The decline was associated with smaller purchases per buying family. Consumers paid 19.8 cents in March for a No. 303 can of grapefruit sections, 1.3 cents more than in March 1957 and the highest price since October 1956 when this series was inaugurated (tables 2 and 4).

Fresh fruit: Consumers paid an average of 56.8 cents for a dozen oranges in March 1958, 12 cents more than in March 1957 and the highest reported in this series, begun in 1949. Purchases, at 2.3 million boxes, were down 20 percent from a year earlier, reflecting a drop of about 200,000 boxes for California-Arizona oranges and 300,000 boxes for Florida oranges. Buying of Texas oranges and those not identified as to area of production, however, remained close to the same level. The lower volume was associated with a decrease of 2 percentage points in the proportion of families buying and a decline of one-third dozen in the average quantity purchased per buying family (table 3, figs. 4-8).

Purchases of California-Arizona oranges amounted to about 900,000 boxes, and prices paid averaged 74.5 cents per dozen, an increase of 22.5 cents over March 1957. Purchases of Florida oranges amounted to somewhat less than 900,000 boxes. Prices paid averaged 45.1 cents per dozen, up 5.3 cents from a year earlier.

Purchases of grapefruit for home use--2.2 million boxes--were down about 8 percent from March 1957. The lower volume was associated with a 25 percent decline (340,000 boxes) in buying of Florida grapefruit, partly offset by moderate increases in purchases of California-Arizona, Texas, and unidentified grapefruit. Prices paid averaged 90 cents per dozen, nearly 11 cents more than a year earlier.

The 1 million boxes of Florida grapefruit bought for home use in March 1958 were purchased at an average price of \$1.00 per dozen, up 16.5 cents from a year earlier. Consumers purchased nearly 300,000 boxes of California-Arizona grapefruit at about 72 cents a dozen, up 8 cents from March 1957, and about 400,000 boxes of Texas grapefruit at 80 cents per dozen, an advance of 12 cents in prices paid.

Household purchases of lemons in March 1958--251,000 boxes--were about 5 percent greater than a year earlier. Buying families purchased nearly 10 lemons during the month or about one-half lemon more than in March 1957, and prices paid were up slightly to 46.5 cents a dozen.

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, March 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	26.7	27.7	4,360	5,132	2.2	2.2	18.6	21.6	6	21.2	15.9
Grapefruit.....	1.1	1/	82	1/	1.4	1/	14.4	1/	6	17.3	1/
Other concentrates.....	2/	2/	739	549	2/	2/	13.8	14.5	6	19.0	17.9
Total.....	30.0	29.6	5,181	5,765	2.5	2.4	17.6	20.5			
Chilled orange juice.....	4.8	3.4	2,277	1,794	3.3	3.5	36.4	38.1	3/32	38.4	35.5
Concentrated ades:											
Frozen:											
Lemonade.....	2.1	2.8	216	280	1.5	1.4	17.1	17.8	6	12.6	13.4
Shelf-pack:											
Orangeade.....	1.0	1/	96	1/	1.4	1/	16.5	1/	6	17.6	1/

1/ Too few purchases reported for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, March 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.8	9.1	1,580	993	1.9	1.7	60.2	54.6	46	32.6	34.4
Grapefruit.....	6.9	7.3	798	797	1.6	1.5	62.5	61.2	46	28.4	28.1
Lemon.....	2.3	2.5	54	48	1.3	1.1	15.2	14.7	5 1/2-6	11.0	12.3
Pine.....	7.6	8.9	659	724	1.8	1.8	40.8	39.6	32	33.4	32.8
Tomato.....	18.1	19.2	1,873	2,045	1.6	1.6	56.0	59.8	46	28.5	27.1
All other.....	31.3	27.7	3,976	3,321	2.1	2.1	52.8	49.6	46	31.5	30.6
Total.....	52.0	49.0	8,940	7,928	2.8	2.7	53.6	51.9			
Single-strength orangeade..	3.2	3.2	417	450	1.5	1.7	71.3	73.0	46	27.8	27.0
Grapefruit sections.....	4.7	4.6	240	250	1.4	1.5	35.8	35.5	2/16	19.8	18.5

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, March 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	20.3	21.4	922	1,126	1.9	1.8	9.1	11.5	74.5	52.0
Florida.....	15.0	16.7	851	1,168	1.9	2.1	13.6	13.6	45.1	39.8
Unidentified.....	9.3	9.9	396	434	1.5	1.5	11.3	11.8	50.5	42.7
Total 1/.....	39.7	42.0	2,297	2,870	2.1	2.2	11.2	12.5	56.8	44.8
Grapefruit:										
California-Arizona.....	3.9	3.3	281	237	1.6	1.5	6.8	7.0	71.7	63.9
Florida.....	16.3	19.4	1,055	1,397	2.0	2.0	4.9	5.7	100.9	84.4
Unidentified.....	9.8	8.7	477	437	1.5	1.5	4.8	5.2	93.0	83.1
Total 1/.....	30.1	30.9	2,193	2,389	2.0	2.0	5.4	6.0	89.6	78.7
Lemons.....	17.2	17.8	251	239	1.6	1.5	6.2	6.3	46.5	46.2
Tangerines.....	2/	2.1	2/	75	2/	1.3	2/	10.0	2/	41.8

1/ Includes purchases of Texas fruit.

2/ Too few purchases reported for analysis.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of all families buying		Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases		Average price per No. 303 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6	240	250	19.8	18.5
October-March 3/.....			452	522					1,675	1,853		
April.....		2/		2/		2/		5.0		238		18.6
May.....		1.0		70		14.9		5.0		242		18.8
June.....		1.0		92		14.7		4.6		248		18.6
October-June 3/.....				751						2,638		
July.....		2/		2/		2/		5.3		296		18.7
August.....		2/		2/		2/		5.4		301		19.1
September.....		2/		2/		2/		5.1		285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date 1/

Period	Other frozen concentrated juices 2/				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December 3/.....	1,817	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March 3/.....	4,261	3,077					37,466	36,032
April.....		492		18.4		29.9		5,497
May.....		528		18.1		32.9		6,894
June.....		581		17.9		32.9		6,511
October-June 3/.....		4,814						56,493
July.....		636		18.1		32.4		6,177
August.....		567		18.2		31.6		5,824
September.....		502		18.3		31.1		5,892
Season 3/.....		6,667						75,792

1/ Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

2/ All frozen concentrated juices except orange and grapefruit are reported as other.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 1/2-6 ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	cases 1/	cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December 2/.....			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....	4.8	3.4	2,277	1,794	38.4	35.5	2.3	2.5	54	48	11.0	12.3
October-March 2/.....			13,153	9,968					304	292		
April.....		3.6		1,858		35.6		2.3		48		10.9
May.....		3.5		1,937		35.2		2.9		63		10.7
June.....		3.7		1,933		34.9		4.5		105		11.0
October-June 2/.....				16,185						521		
July.....		3.3		1,674		35.0		4.5		108		10.4
August.....		3.1		1,574		35.1		3.4		87		10.8
September.....		3.0		1,525		35.7		2.6		55		10.3
Season 2/.....				21,347		35.5				787		11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice						Tomato juice					
	Percentage of all families buying		Purchases		Average price per 32-ounce bottle		Percentage of all families buying		Purchases		Average price per 46-ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	7.7	8.1	665	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1
October-March 2/.....			4,205	4,366					11,824	11,400		
April.....		8.0		699		32.7		18.9		1,993		26.6
May.....		7.4		663		32.6		18.1		1,929		26.3
June.....		7.2		629		32.8		17.3		1,761		26.8
October-June 2/.....				6,506						17,506		
July.....		7.2		623		33.0		16.1		1,729		26.8
August.....		7.0		595		32.8		16.1		1,654		26.5
September.....		7.8		670		33.0		16.1		1,581		26.4
Season 2/.....				8,526		32.8				22,841		27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/						Total single-strength juices					
	Percentage of all families buying		Purchases		Average price per 46-ounce can		Percentage of all families buying		Purchases		Average price per No. 2 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2
October-December 3/.....			10,620	9,044					25,166	21,882		
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7
October-March 3/.....			22,793	19,338					53,313	46,574		
April.....		26.9		3,201		30.7		48.2		7,868		13.5
May.....		28.0		3,403		30.6		48.2		7,925		13.5
June.....		28.8		3,351		30.6		49.1		7,805		13.5
October-June 3/.....				30,075						72,002		
July.....		28.2		3,417		31.1		47.8		7,877		13.6
August.....		27.7		3,316		31.1		47.6		7,569		13.6
September.....		26.0		2,912		31.7		45.9		7,143		13.6
Season 3/.....				40,406						96,254		

1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

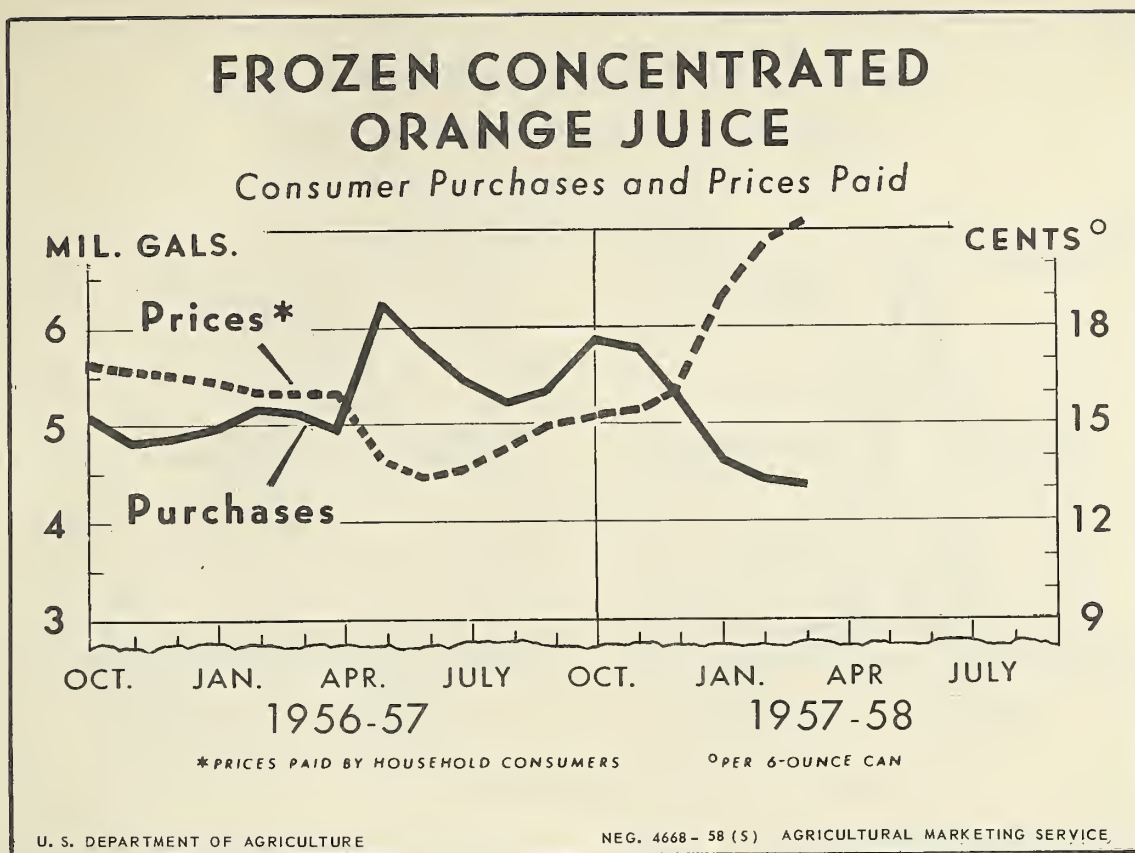


Figure 1

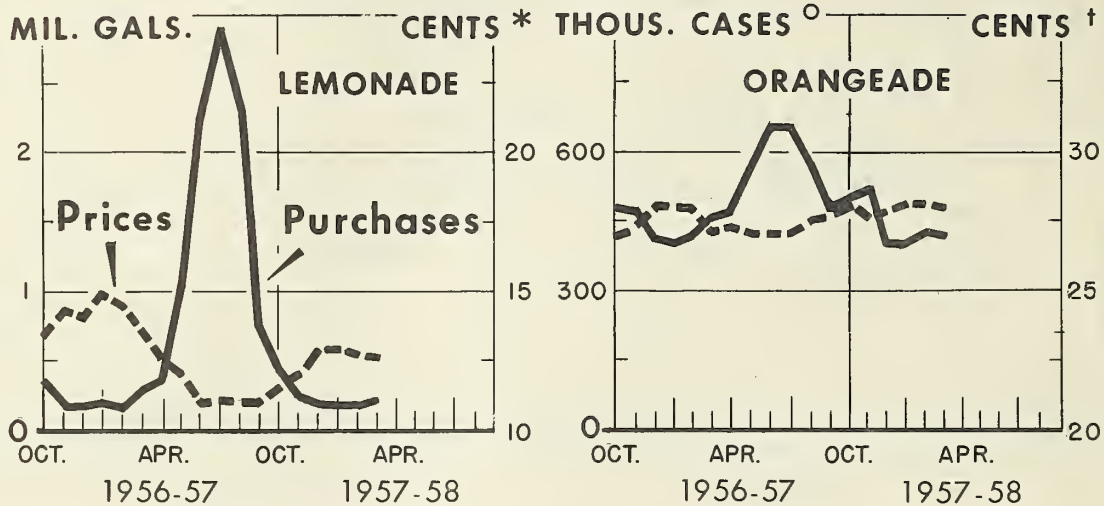
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,198	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....		28.0		4,959		15.9
May.....		30.8		6,296		14.0
June.....		30.3		5,838		13.3
October-June 1/.....				50,928		
July.....		29.7		5,487		13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-4 58 (5) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

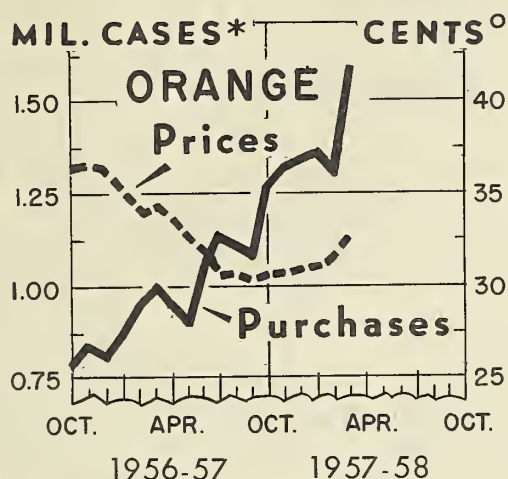
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying		1957-58	1956-57	per 6 oz. can		families buying		1957-58	1956-57	per 46 oz. can	
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,392					2,867	2,781		
April.....		3.5		366		12.4		3.4		465		27.2
May.....		8.5		1,010		11.9		4.2		572		26.8
June.....		17.0		2,231		11.0		4.8		652		26.8
October-June 2/.....				5,397						4,609		
July.....		19.1		2,930		11.1		4.4		653		26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases 24 No. 2 cans-432 ounces per case.

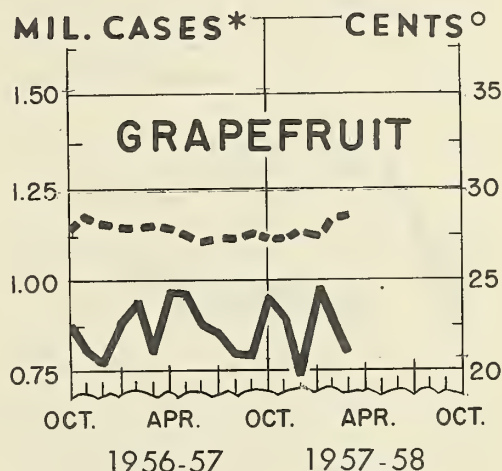
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying		1957-58	1956-57	per 46 oz. can		families buying		1957-58	1956-57	per 46 oz. can	
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,548	5,663					5,639	5,515		
April.....		9.2		949		33.9		8.3		978		27.8
May.....		8.1		898		32.7		8.1		969		27.4
June.....		9.0		1,071		31.9		7.5		888		27.1
October-June 2/.....				8,849						8,545		
July.....		9.9		1,146		30.5		7.4		854		27.4
August.....		9.6		1,124		30.6		7.2		793		27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

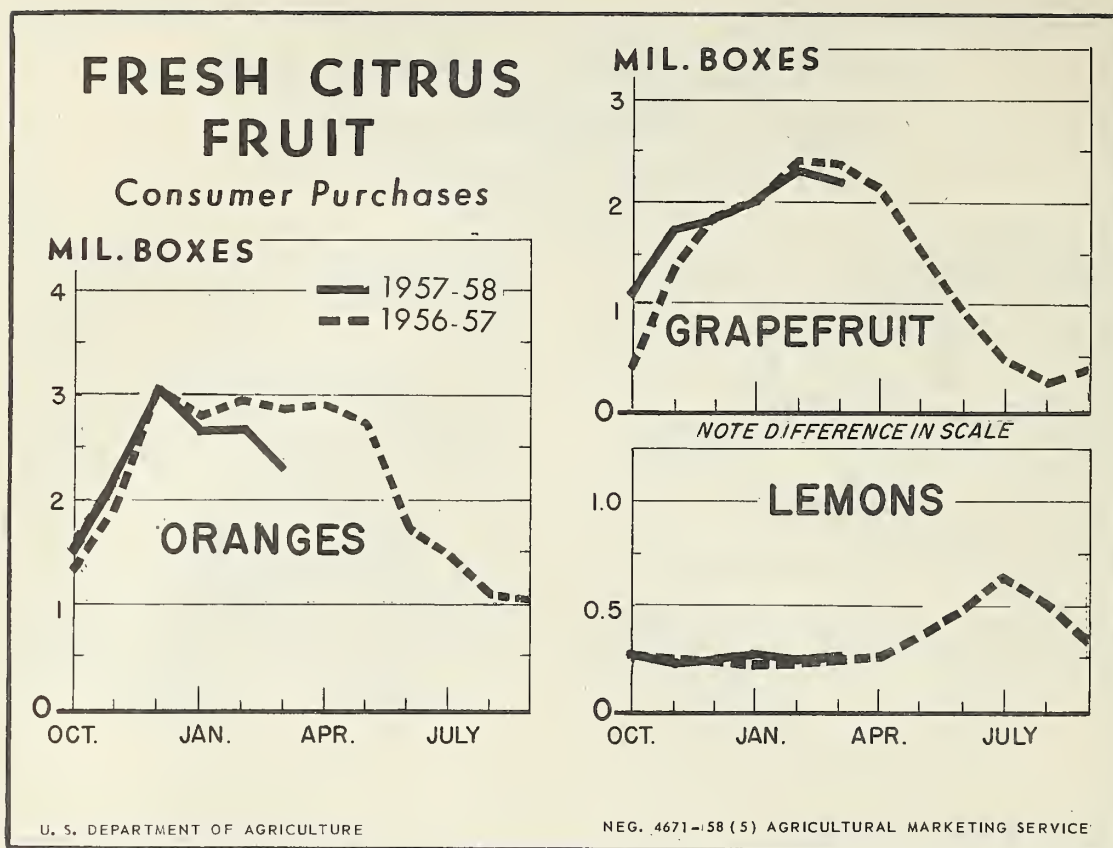


Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,069			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....	2,297	2,870	56.8	44.8	2,193	2,389	89.6	78.7	251	239	46.5	46.2
October-March 1/.....	15,578	16,405			12,266	11,492			1,604	1,508		
April.....		2,938		46.4		2,131		82.2		285		43.2
May.....		2,719		48.5		1,540		90.1		359		43.3
June.....		1,676		47.7		880		97.8		472		41.7
October-June 1/.....		24,276				16,359				2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		26,193		44.3		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

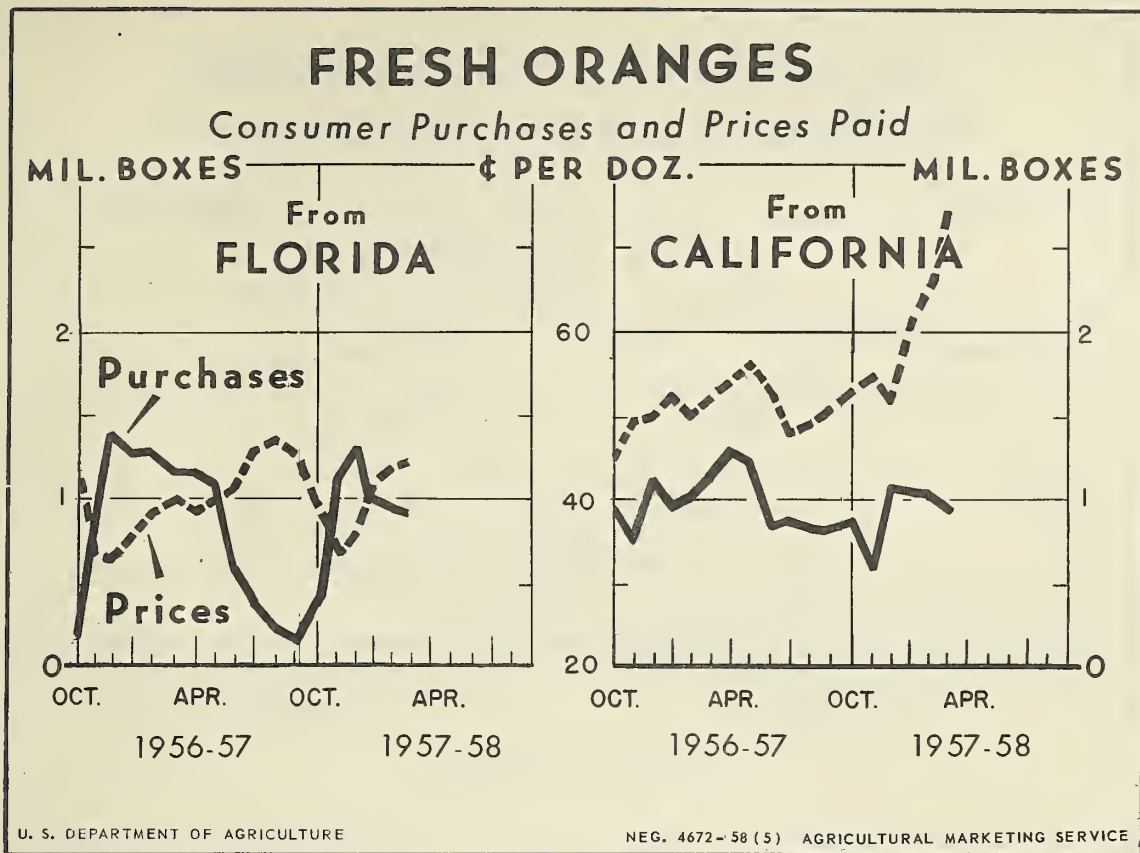


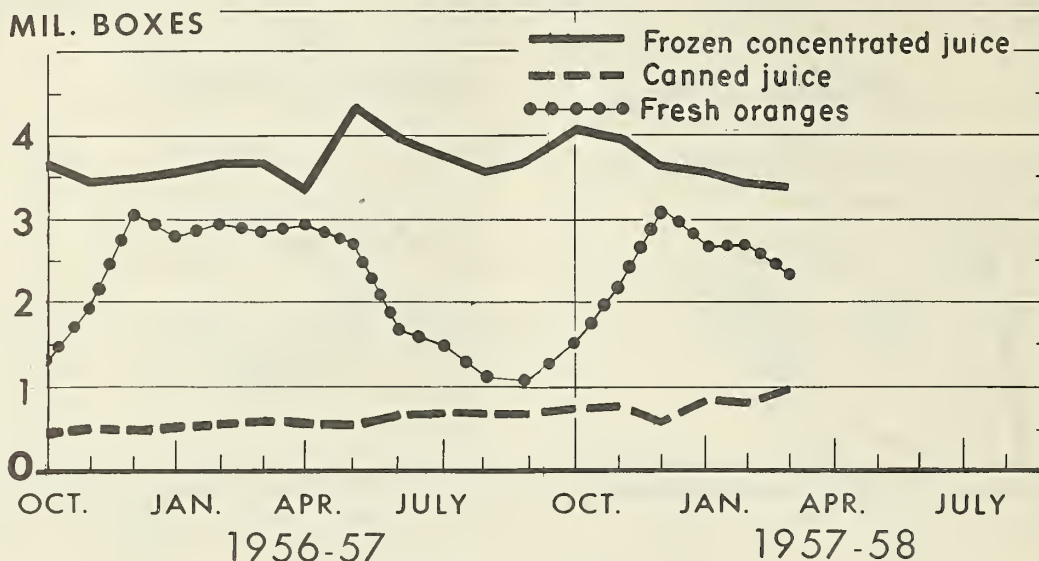
Figure 5

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....		1,165		38.7		1,291		53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800				10,054		
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665- 58 (5) AGRICULTURAL MARKETING SERVICE

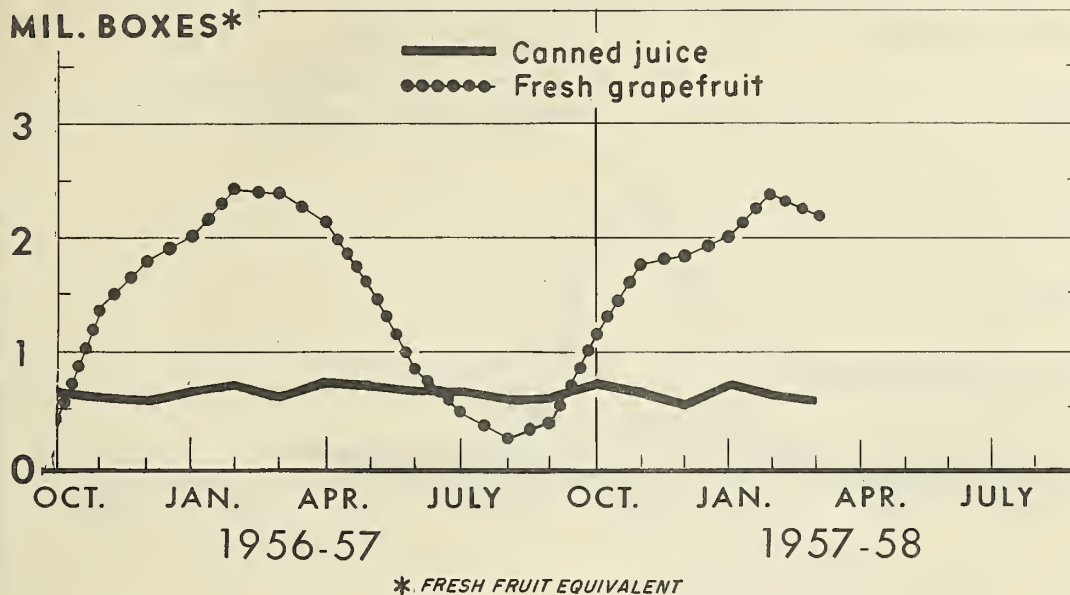
Figure 6

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,689	809	566	6,880	7,199
March.....	2,297	2,870	3,353	3,664	976	588	6,626	7,122
October-March 1/.....	15,578	16,405	23,750	23,157	5,100	3,353	44,428	42,915
April.....		2,938		3,372		571		6,881
May.....		2,719		4,281		541		7,541
June.....		1,676		3,970		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	667	620	2,393	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....	2,336	2,407	639	716	2,975	3,123
March.....	2,193	2,389	596	608	2,789	2,997
October-March 1/.....	12,266	11,492	4,209	4,839	16,475	16,331
April.....		2,131		735		2,866
May.....		1,540		729		2,269
June.....		880		668		1,548
October-June 1/.....		16,359		7,118		23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

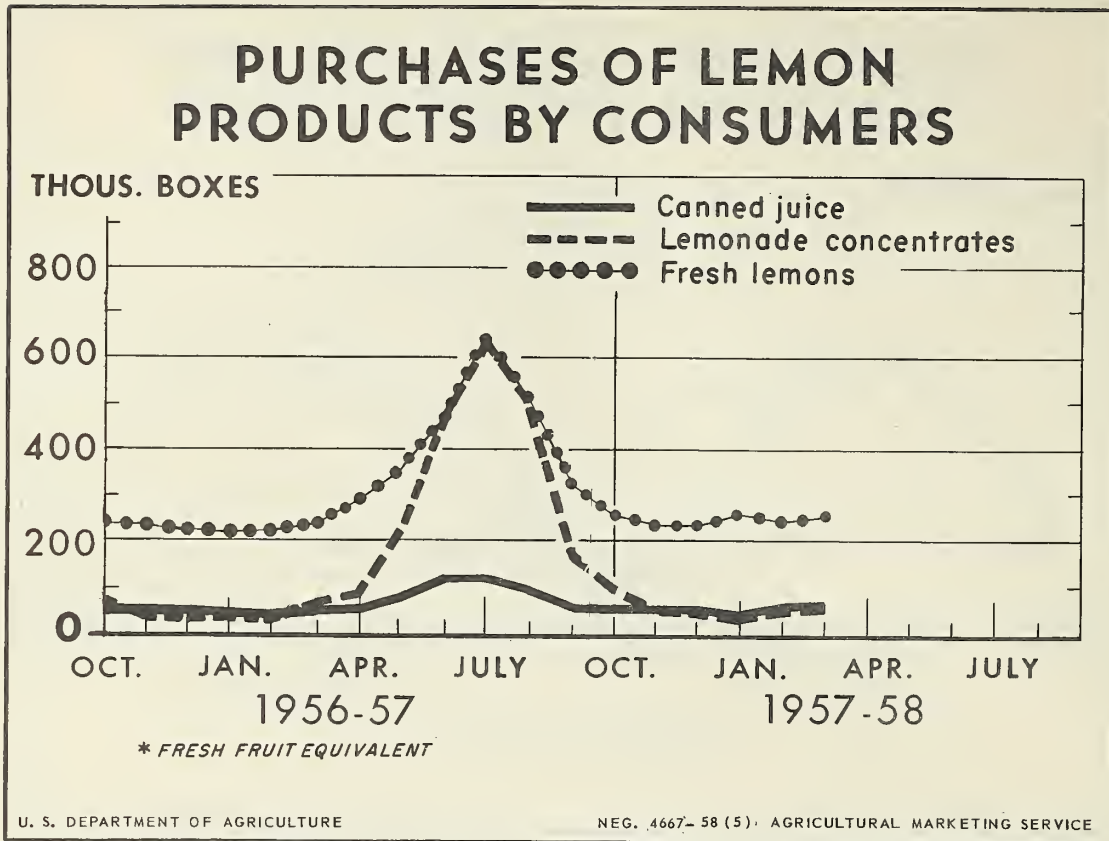


Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....		285		51		77		80		416
May.....		359		70		213		216		645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,138		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,638

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



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